

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the problems that have been formulated, the analysis and hypothesis testing that has been done in the previous chapter, the research conducted concluded the following things:

1. The results showed that Interior Design variable has a direct influence on the Perceived Customer Satisfaction. This means that interior design has an important role in increasing customer expectations regarding the presentation of coffee shop atmosphere and customers comfort. When the customer expectations are met, then perceived customer satisfaction will be higher
2. The results showed that Interior Design variable has positive influence on Customer Retention. This shows that the interior design also affects customer retention. When customers are interested in interior design as it is supported by a comfortable atmosphere, they will not hesitate to spend more time in a place they love and it will create customer retention for the coffee shop.
3. The results showed that the Perceived Customer Satisfaction variable has positive effect on Customer Retention. This means that the perceived customer retention plays an important role in creating customer retention. It happens because customer satisfaction is one factors that creates loyalty and loyalty will create customer retention by itself.

4. The results showed that Interior Design has positive effect on Customer Retention toward Perceived Customer Satisfaction. This means that interior design is one of the factors that create customer satisfaction then it will make customer retention.

5.2 Suggestion

Based on the above conclusions, there are some suggestions which is expected to be beneficial for the company as well as for others. Here are some of the suggestions given, they are:

1. It is expected that the company can maintain and improve services towards Interior Design, because the interior design variable has a significant influence on the Perceived Customer Satisfaction and Customer Retention which can be done by creating a comfortable atmosphere and good social environment to increase customer retention.
2. The customer of Captain Coffee has different characteristic of behavior. One of the examples is that some customers may search instant coffee in coffee shop rather than make an original roast bean coffee because they thought instant coffee is cheaper. Therefore, to create a business that can make customers feel satisfied, cha. Because first impressions that experienced by customers will greatly affect a business feedback.
3. Captain Coffee Malang should improve its interior design by always replacing its atmosphere using different themes depending on the event of the month such as Valentine, Independence Day, Halloween, and etc. By applying this strategy, the customers will remain loyal as they will be waiting to always follow the theme presented by Captain coffee so they will

remain come to this coffee. However, the theme should be still in vintage theme.

4. Captain Coffee Malang should improve its perceived customer satisfaction by creating something more than customers' expectations, such as making coffee as a beverage having fancy and trendy characteristics which differentiates it from other coffee shop. In other words, the customer will not think that Captain Coffee is just a common coffee shop like other coffee shop.
5. Captain Coffee Malang should improve its customer retention not only by improving their satisfaction but also by providing a good quality service. One example is by giving rewards to customers who have been loyal to Captain Coffee or giving discounts to customers who bring a friend and order a coffee at Captain Coffee.